



## Public Health Link

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### **MPH Program Mission**

The mission of the graduate Master of Public Health (MPH) program is to enhance the health of our communities through the development of future public health leaders via multidisciplinary education, research, community practice, and service.

### **MPH Program Vision**

Our vision is that the Thomas Jefferson University's MPH program is recognized as a center of excellence for integrative population health training throughout the greater Philadelphia region and beyond.

### **MPH Program Goals**

#### **Instruction Goals**

To provide all MPH students with quality graduate level education in core and elective courses and in community-based learning opportunities via Clerkship and Capstone projects that facilitate student mastery of public health competencies.

#### **Research Goals**

To provide opportunities and train all MPH students in the development and translation of public health research through coursework and the Capstone research project.

#### **Service Goals**

To provide structured service-learning opportunities for students through Clerkship, Capstone and other continuing education initiatives as formal and informal components of the MPH program and to encourage faculty to participate in public health community.

# Public Health Link

JEFFERSON SCHOOL OF POPULATION HEALTH  
MASTER OF PUBLIC HEALTH E-NEWS

## MPH Spotlight

### **JoAnne Fischer, Maternity Care Coalition**

JoAnne Fischer, Executive Director of the Maternity Care Coalition (MCC), has served on the Community Advisory Board of the Jefferson School of Population Health MPH program since it's founding. She was the recipient of the Excellence in Community Service Award by Jeff SAPHE in 2007.

MCC's mission is to improve maternal and child health and wellbeing through the collaborative efforts of individuals, families, providers, and communities. Major program initiatives include the MOMobile, Early Head Start, Family Start, Cribs for Kids, Research and Policy programs. The groundbreaking work of MCC in providing education (and labor support) to pregnant and parenting incarcerated women at Riverside Correctional Facility has been featured in a piece by the BBC that highlights MCC's advocacy success in halting the process of shackling prisoners during birth. The segment can be viewed on MCC's website at: [www.momobile.org/news/HardLabour.html](http://www.momobile.org/news/HardLabour.html). Legislation is now pending to eliminate this practice statewide.

It is the day to day work in supporting families that distinguishes MCC's work. MCC Advocates link women to important public benefits and community resources provide a listening ear and encouragement and educate women about HIV prevention, safe sleep, immunizations, breastfeeding, smoking cessation, lead reduction, and healthy eating. Advocates support families in the transition to parenthood and to ensure optimal growth and development of their babies.

Jefferson students have been working with MCC in a variety of capacities. Naima Black, Northwest MOMobile site manager describes the work of one Jefferson student: "Eager to have more community based experiences with families, Jacqueline Kohl joined the Northwest MOMobile team as an intern in January 2010. Given that she is a dual MD/MPH student at

Jefferson, she brings a wealth of knowledge and has enhanced our ability to serve our clients and their families. She has taken on a small client case load and is doing a fabulous job. Jackie is



*JoAnne Fischer, Executive Director Maternity Care Coalition (MCC)*

also very helpful in finding medical information for specific issues our clients are dealing with and answering the more medical questions that come up from time to time." MPH student, Katie MacLean has been working with MCC's Director of Policy, Letty Thall. Katie says "The

greatest part of working on my Clerkship with the Maternity Care Coalition entails working on 'Building a Breastfeeding Friendly Philadelphia'." This program focuses on policy changes and maternal care practices in Philadelphia identified by the CDC: 1) Implementation of evidence-based breastfeeding policies to improve practices in hospitals and birth centers and 2) Implementation of workplace policies and programs that support employed mothers to begin and continue breastfeeding. Katie describes her work at MCC, "I am helping identify community breastfeeding friendly champions by working with the Breastfeeding Advising Committee and helping to put together the "Breastfeeding-Friendly Business Awards Ceremony. In addition, Katie is publicizing local efforts with the "Breastfeeding Welcome Here" decal program. Katie says, "I am able to be directly involved with one of the essential services of public health- by informing, educating, and empowering the Philadelphia community about the benefits of breastfeeding."

## Health Policy Forum

8:30-9:30am

**May 12**

### Changing Social Environments to Promote Health: Evidence, Opportunity, and Challenges

Karen Glanz, PhD, MPH, *Penn Integrates Knowledge (PIK), Professor Medicine & Nursing, University of Pennsylvania*

**Location: BLSB 105**

**June 9**

### Physician Leadership & Medical Group Performance: A National Study

Louisa Baxter, MD, Msc, MRCP (UK), *Commonwealth Fund Harkness Fellow in Health Care Policy & Practice, JSPH*

**Location: BLSB 101**

## PULSE

Reminder to always check your Jefferson Email or have it forwarded to a personal email account.

Also, to keep checking the MPH Organization on Pulse for various announcements for jobs and other opportunities.

## 13th Annual Health Education Advocacy Summit Student Perspectives

From March 6-8<sup>th</sup>, I had the opportunity to join over 100 health advocates, educators and students in Washington, DC to participate in the 13<sup>th</sup> Annual Health Education Advocacy Summit, organized by the Coalition of National Health Education Organizations. Participants attend sessions designed to polish their advocacy skills, regardless of previous experiences. In addition, time is spent reviewing the Coalition's legislative priorities and preparing participants to meet with legislators to discuss those areas.

The Summit began on Saturday afternoon with a welcome followed by break-out sessions. As a first time advocate, I attended beginner sessions that covered basics of the legislative process, and an overview of hill visits. Later that weekend, we heard more about the legislative priority areas. These included increased funding for state preventive health efforts, school health programs, and community programs that address racial and ethnic disparities, as well as inclusion of

health education with reauthorization of the Elementary and Secondary Education Act. On Sunday, we sat with other state delegates to plan our visits.

Visiting Capitol Hill on Monday was an incredible experience. I had the opportunity to meet with the policy aides for Senator Robert Casey of Pennsylvania, and Representatives Robert Brady and Chaka Fattah from Philadelphia. In addition, I was able to lead the meeting for Representative Brady, and while the idea of this intimidated me on Saturday, by Monday I felt confident and well-prepared. These meetings offered a brief glimpse at how laws are made in our nation, and an opportunity to be part of the process.

Public policy and public health are inextricably linked. After this experience, I hope to become more involved in this process, on national, state and local levels.

*-Jacqueline Kohl, MD/MPH Student*

Fellow MPH student, Jacqueline Kohl and I attended the 2010 Health Education Advocacy Summit held in Washington, DC, March 6-8<sup>th</sup>. The summit was organized by the Society for Public Health Education, SOPHE, a collaborator within an eight organization, 30,000 member coalition entitled the Coalition of National Health Education Organizations.

The summit works as a professional development experience for public health students in advocating for public health funding. At the same time, utilizing the public health students as advocates, the summit allows SOPHE to advocate for public health funding on a large scale by reaching a number of senators and representatives from a number of different states and communities on one day.

conference type fashion. Presentations focused on basic and advanced level advocacy and the specific topics and appropriations for which we would advocate. Presenters included health



Left to Right: Brian Burke, MPH Student, Jacqueline Kohl, MD/MPH Student, Dr. Rob Simmons, MPH Program Director

educators from SOPHE, Brigham Young University, Towson University, University of North Carolina, Greensboro, the Centers for Disease

Control and Prevention (CDC) and Thomas Jefferson University, School of Population Health, program director, Dr. Rob Simmons.

The first two days of the summit began in

The basic and advanced level advocacy pres-

*Continued on page 3*

## 13th Annual Health Education Advocacy Summit Student Perspectives (Cont'd)

entations highlighted what to expect when meeting with the aides and offered simple do's and don'ts. In addition, the interactive programming allowed participants to network amongst fellow public health students, undergraduate and graduate from different schools around the nation.

Presentations also highlighted the targeted programs for the 2010 summit. This year's summit focused on the Racial and Ethnic Approaches to Community Health, REACH US program, the Preventive Health and Health Services Block grant, the Division of Adolescent and School Health's DASH Coordinated School Health program, and the Elementary

and Secondary Education Act.

On Monday morning, the summit students stormed the Senate and House buildings en masse. It wasn't until my colleagues and I walked up the street to Capitol Hill that I began to feel empowered and believe in the work that I would be doing that day.

The legislative aides with whom we spoke were engaging, receptive and knowledgeable on the topics that we discussed. The weekend was a great experience! I highly recommend.

*-Brian Burke, MPH Student*

## Health Reform Provides Major Benefits to Public Health

After over a year of national debate and discussion, President Obama has signed into law the Patient Protection and Affordable Care Act and its accompanying law, the Health Care and Education Reconciliation Act of 2010. Whatever one's view of the law's impact on health care in the U.S. and the cost for the provision of such care, one thing is very clear, public health and health promotion will be positively impacted by the new law and its allocations to improve public health and prevention services over the next decade.

Following are some of the highlights of our new health law that will impact on public health:

- **Essential Health Benefits Requirements** – Includes an essential health benefits package that includes preventive and wellness services, chronic disease management, maternity and newborn care, mental health and substance use services, and pediatric services, among other services.
- **Coverage of Preventive Health Services** – Mandates coverage for evidence-based preventive health services including immunizations and preventive care screenings
- **Medicare Coverage of Annual Wellness Visit Providing a Personalized Prevention Plan** – Provides Medicare Part B coverage, with no co-

payment or deductible, for personalized prevention plan services.

- **Removal of Barriers to Preventive Services in Medicare** – Waives coinsurance requirements for most preventive services, requiring Medicare to cover 100 percent of the costs.
- **Improving Access to Preventive Services for Eligible Adults in Medicaid** – Expands the current Medicaid State option to provide other diagnostic, screening, preventive, and rehabilitation services
- **Coverage of Comprehensive Tobacco Cessation Services for Pregnant Women in Medicaid** – Requires states to provide Medicaid coverage for counseling and pharmacotherapy for tobacco cessation by pregnant women.
- **Incentives for Prevention of Chronic Diseases in Medicaid** – Provides state incentives for healthy lifestyle programs to Medicaid beneficiaries.
- **National Prevention, Health Promotion & Public Health Council** – Creates a Council within the federal government of all key federal agencies to provide coordination and leadership on prevention, wellness and health promotion practices, the public health system and integrative health care in the U.S. and to develop a National Prevention Strategy.

*Continued on page 4*

## Save the Dates

**May 18**  
Greater Philadelphia  
Schweitzer  
Fellowship Program  
Presents:

**3rd Annual  
Celebration of  
Service**  
**5-7:30PM,**  
**BLSB 101**  
**Info:**  
**Nicole.Cobb@**  
**jefferson.edu**

**May 24**  
**Commencement**

**July 13**  
**1:30PM**  
**& July 15**  
**9:30AM**  
**Capstone**  
**Presentations**  
**Abstracts will be**  
**due June 30 for**  
**those who plan to**  
**present.**



## Upcoming

### The 19th Annual Dr. Raymond C. Grandon Lecture: Health as an Economic Strategy

Speaker:  
Dee W. Edington, PhD,  
*Director Health Management Research Center*  
*University of Michigan*

May 6, 12-2 PM  
Connelly Auditorium  
Hamilton Building  
1001 Locust Street

For more info:  
215-955-6969

### Inaugural Year of Jefferson School of Population Health

Celebration one year—  
program & reception.

May 11, 4-6 PM  
Connelly Auditorium  
Hamilton Building  
1001 Locust Street

RSVP  
Jeannine.Kinney  
@jefferson.edu  
215-955-0194

## Health Reform Provides Major Benefits to Public Health (Cont'd)

- **Prevention and Public Health Fund** - Establishes a fund to provide for an expanded and sustained national investment in prevention and public health programs. The Fund will support programs authorized by the Public Health Service Act, for prevention, wellness and public health activities, including prevention research and health initiatives. By 2015, the fund will average \$ 2 Billion annually.
- **Community Health Centers and the National Health Service Corps Fund** -Creates a Community Health Center Fund that funds a Community Health Center program, the National Health Service Corps, and construction and renovation of community health centers.
- **Prevention Education & Outreach Media Campaign** – Establishes and implements a national science-based media campaign on health promotion and disease prevention.
- **School-Based Health Centers** – Provides grants to support school-based health centers, with an emphasis on communities with barriers in access to health services.
- **Healthy Aging, Living Well; Evaluation of Community-Based Prevention; and Wellness Programs for Medicare Beneficiaries** – Provides resources for competitive grants five-year pilot programs to provide public health community interventions and screenings for individuals who are between 55-64 years old.
- **Nutrition Labeling of Standard Menu Items at Chain Restaurants** – Establishes nutrition labeling of standard menu items at chain restaurants (20 or more locations nationwide).
- **Reasonable Break Time for Nursing Mothers** – Requires employers to provide reasonable break times and a place for nursing mothers
- **Research on Optimizing the Delivery of Public Health Services** – Funds research in the area of public health services and systems.
- **Understanding Health Disparities: Data Collection and Analysis** – Funds data collection on race, ethnicity, gender, geographic location, socioeconomic status, language and disability status, in addition to data at the smallest geographic level.
- **Employer-Based Wellness Programs** – Provides employers with grants and technical assistance and tools for the development and evaluation of worksite wellness programs.
- **National Diabetes Prevention Program** - Establishes a CDC National Diabetes Prevention

Program targeted at adults at high risk for diabetes

- **Public Health Workforce Recruitment and Retention Programs** – Establishes a public health workforce loan repayment program to eliminate critical public health workforce shortages in Federal, State, local and tribal public health agencies.



- **Training for Mid-Career Public and Allied Health Professionals** – Provides grants and scholarships to mid-career public health and allied health professionals to enroll in degree or professional training programs.

- **Grants to Promote the Community Health Workforce** – Provides grants to promote positive health behaviors and outcomes for populations in medically underserved communities through the use of community health workers.
- **Fellowship Training in Public Health** – Authorizes funding for fellowship training in applied public health epidemiology, public health laboratory science, public health informatics, and expansion of the epidemic intelligence service to address workforce shortages in State and local health departments.
- **Preventive Medicine & Public Health Training Grant Program** – Provides grants to provide training to graduate medical residents in preventive medicine specialties.

The public health provisions of the new law did not receive much media attention compared to other components of the health reform bill. Yet, its impact will provide much needed services for a public health and preventive health infrastructure that has been greatly reduced over the past decade. Speaking for the public health community, it couldn't have come soon enough!

-Rob Simmons, DrPH, MPH, CHES, CPH,  
MPH Program Director

## Food Inspection Opportunity

Earlier this year, the Philadelphia Department of Health offered the School of Population Health a unique opportunity: students were invited to accompany health workers from the Office of Food Protection on inspections throughout the city. On December 1<sup>st</sup>, 2009, I spent the morning doing just that. After arriving, I had a brief tour of the office and received a food safety manual to read over.

Soon after, I left with one of the employees to observe an unannounced visit to a large restaurant school kitchen.



The inspector brought the report from a previous inspection in order to follow-up on outstanding issues, including certification of food safety training for restaurant managers. After confirming that all

paperwork was up to date, we began to tour the facility, including the kitchen, all food storage areas and the trash disposal site. We tested that cleansing and sterilizing equipment was functioning properly, and that students in the kitchen adhered to safety standards. We also checked the expiration date and storage of all food items, and disposed of several items that were expired. The inspector confirmed that refrigerators and freezers were at the proper temperature for safe food storage, and that food was being heated to proper temperatures.

The employee I observed explained each of the requirements and took the time to answer my questions about the inspection and the follow-up process. The experiences of that morning gave me an inside glimpse at how the Philadelphia Department of Public Health works to protect consumers and ensure safe food handling.

*-Jacqueline Kohl, MD/MPH Student*

## Congratulations, Spring Capstone Presenters

**Pamela Ferreira:** Review of Homicides in Philadelphia and their Relationship to Drugs and Alcohol

**Eugene Goeser:** The Passage of Pennsylvania's Act 62 on Autism: From Concept to Health Policy

**Katie Thomas:** Caring for the Amish and the Implications of the Community's Decision to Reject Participation in Health Insurance and Government-Assistance Programs: A Policy Analysis

**Megha Vaid:** Assessment of Patient and Provider's Knowledge, Attitude, Beliefs, and Practices Related to Oral Health Care during Pregnancy

**Amina Wirjosemito:** Using Community Based Participatory Research and Community Engagement Approaches with Established Community Partnerships to Assess Barriers to HPV Immunization with Gardasil in Underserved Girls and Adolescents in a Philadelphia Neighborhood



**JSPH**  
wishes all  
of you a  
safe and  
happy  
summer.  
See you  
in the  
fall!



## Symposium on Community Based Participatory Research on Chronic Disease Prevention

Thomas Jefferson University, School of Population Health, MPH Program, in association with the Jefferson Medical College Department of Family and Community Medicine held a symposium on community-based chronic disease prevention initiatives on March 24. Featured speaker was Dr. Noreen Clark, Director for Managing Chronic Disease at the University of Michigan and former Dean of the University of Michigan School of Public Health. Dr. Clark, who has served as an evaluator for a number of national chronic disease prevention initiatives, summarized the key issues of chronic disease prevention and management in the US and highlighted evidenced-based programs. Dr. Michael Rosenthal from the Department of Family and Community Medicine provided an example of a nationally evaluated, evidence-based program, Allies Against Asthma in Philadelphia. Dr. Rickie Brawer, Co-Director of Jefferson's Center for Urban Health, and Associate Professor in the MPH program and the Department of Family and Community Medicine highlighted the work of the Kellogg Foundation funded obesity prevention community health initiative, PUFFA, in Philadelphia. Drs. Clark, Rosenthal, and Brawer then served on a panel and addressed questions from Jefferson students and faculty as well as community members in attendance.

## Symposium on National Public Health Week - One Community at a Time

Thomas Jefferson University, School of Population Health, MPH Program held its annual National Public Health Week (NPHW) symposium on April 7, 2010. With this year's theme being, "Healthier America: One Community at a Time" five community health initiatives were highlighted to celebrate public health in the greater Philadelphia region. Thoai Nguyen, Executive Director of Southeast Asian Mutual Assistance Association Coalition (SEAMAAC) discussed their community health initiatives reaching the growing Southeast Asian populations in Philadelphia. Pat Harner, Executive Director of the Physicians for Social Responsibility, Philadelphia Chapter, discussed their Peaceful Posse program to prevent violence by adolescents and young adults in Philadelphia. Ryan Derfler and Barbara Ochester of the Philadelphia Mural Arts program depicted the unique mural arts program in the city with over 3000 murals and highlighted a number of murals with public health themes. Tatiana Granados of the East Park Revitalization Association discussed the community market initiative throughout Philadelphia and its provision of locally grown produce in the region, including produce available at Thomas Jefferson Hospital. Finally, Farhad Modarai and Hyun Hong, two Schweitzer Fellows described their work over the past year in Camden entitled, Project REACH (Revitalizing Education & Advancing Camden's Health) reaching 7<sup>th</sup> & 8<sup>th</sup> grade students with health education. Over 80 community members, Jefferson students, and faculty attended the NPHW symposium including the newly selected 2010-2011 Schweitzer Fellows.

## Moving Philadelphia! Creating Healthier Communities

This event is designed to brief you about the recently released *National Physical Activity Plan* and to share information about innovative local and regional programs designed to help Americans to become more active... and to create a healthier community!

Join us for this interactive, educational event with live demonstrations, activities, and *lots* of information.

### Featured *National Physical Activity Plan* Speakers:

- Don Schwarz, MD, MPH, Deputy Mayor, Health Commissioner  
City of Philadelphia
- Allison Kleinfelter, MS, National Coalition for  
Promoting Physical Activity
- Richard Killingsworth, MPH, Nemours Health &  
Prevention Services

May 11, 12-3 PM

Lubert Plaza (outside for activities)

Conrady Lobby, Hamilton Building (registration & conference)  
1001 Locust Street

For more info: [Autumn.Rugletic@jefferson.edu](mailto:Autumn.Rugletic@jefferson.edu), 215-955-2751

